

Betz

Managing Technological Innovation

Competitive Advantage from Change

Written by the author who helped crystalize the field of technology management and the management of innovation with the first two editions of Managing Technological Innovation, this Third Edition brings the subject in line with current business strategy. It also presents information in a newer organized format that aligns more closely with how the topics are presented and discussed in the classroom. Also included is a wider discussion of how science and technology interact with the global economy.

Strategy, Innovation, Technology/Industrial Technology The fully revised and updated guide for linking science and technology to business competitiveness in technology-driven industries. Management of technology (MOT) is the point at which technological strategy engages business strategy to create new business opportunities. Managing Technological Innovation, Third Edition introduces the theory of managing technological progress in all technologies, including material, power, biological, and information technologies. Frederick Betz, a longtime contributor to technology management, provides a balance of innovation theory and innovation cases, citing numerous case studies of actual practice in both successful and unsuccessful innovation. Betz discusses MOT from two approaches-descriptive (identifying historical patterns) and prescriptive (application to the future) to offer a wide range of options for formulating a winning innovation strategy and management plan. Updated and new coverage includes: * The interaction between science, technology, and the economy as the continuing critical feature in global competition and economic sustainability * New focus on managing innovation in services science, as well as continuing emphasis on managing innovation in hardware and software technologies, and in genetics and biotechnologies Two levels of innovation are covered-at the micro-level of business practices and at the macro-level of national innovation systems. Managing Technological Innovation provides insights and techniques for dealing with technological change to gain a competitive edge, and it remains the hallmark text in this area of management of innovation and technical entrepreneurship.



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